

Press
Release

Max Ruf: *Intelligent And Well Thought-Out Actions To Ensure We Leave The Planet*

3–24 NOVEMBER 2010

OPENING RECEPTION:
3 NOVEMBER 2010, 7 PMOPEN FRIDAYS TO SUNDAYS
3–5 PM OR BY APPOINTMENT

STYX Projects is proud to present Max Ruf's first solo exhibition in Berlin, showing intermediate results of the artist's project "Intelligent And Well Thought-Out Actions To Ensure We Leave The Planet."

The term "False Memories" describes the phenomenon of distorted realities, the coalescence of non-contemporaneous experiences or the blurring of fictional and non-fictional occurrences in one's memory. These memorial interactions are aided by the mass media as a constant stream of digital images. Furthermore, user-friendly, affordable software facilitates detailed documentation in the form of video and digital photography. Single shots are no longer necessary as memory cells are cheap and modern storage media has huge capacity. Impacts shift within their hierarchical structure of prominence. The importance of insignificant substance increases as photographic presence rivals purely memorised retrospection.

In his paintings, collages, objects and installations Ruf investigates the phenomenon of false memories. He explores how memory is distorted, mashed and overlaid by the influence of photography. His pictures and objects are multilayered, causing the photography and documents from



Max Ruf: »p106047111.jpg«, 2010, collage on nitro print on paper, 297 x 210 mm

his vast archive to act as an initial focal point, at which they develop by dissection, rearrangement and painting as well as supplement space through sculptural objects.

By absolving site-specific objects from their actual environment and presenting them as non-sites in the conventional context of exhibition Max Ruf separates them from their bonds. Beside the mental scope provided, one is permitted to experience the objects as detached from their proper position and pure formal aesthetic figures.

His procedure is akin to the heterogeneous trial of memory thus enabling him to react spontaneously and to expand his work arbitrarily. Intuitional assortments of varying documents encounter an artistic technical treatment, while formal aesthetic considerations, in addition to

conceptual reflections, are assigned to the process of work.

Ruf's procedure and interventions provoke an alteration, interaction and partial inversion of local value and relevance concerning individually documented and recollected moments.

A full-colored catalogue published by STYX Press will accompany the exhibition.

Max Ruf was born in 1982. He studied visual communication at the University of Applied Sciences Trier and had a scholarship at the Lucerne School of Art (Switzerland). His work has been shown in Germany, Luxemburg and Switzerland, including shows at Kunsthalle Schweinfurt, Germany, Kunstverein Trier, Germany and the Triennial of Contemporary Art, Luxemburg. He currently lives and works in Berlin.